

**ELECTRONIC TELEVISION PROGRAM GUIDE  
DATA NAMING SYSTEM AND METHOD**

**ABSTRACT**

Electronic television program guide information is  
5 downloaded, stored and searched by a local device. A plurality of  
linked lists are used to remove redundancy, increase search speed,  
and allow dynamic categories. When a new category is encountered  
a new head node for a link list data structure is created. When a first  
program guide object containing information related to that category is  
10 downloaded, a link is made (i.e., a pointer is stored) from the head  
node to the guide object. When subsequent program guide objects  
containing information related to that category are downloaded, links  
are added to the end of the list or inserted in alphabetical order. As  
guide objects expire the links are removed. When no links remain in a  
15 particular category the head node for that category is deleted.